



USAID | MACEDONIA
FROM THE AMERICAN PEOPLE



January 17, 2006
Press office: +389 (0)2 308-0446
Cell phone: +389 (0)70 323-807
Email: talbor@usaid.gov
www.usaid.org.mk

PRESS RELEASE

Visiting U.S. Expert Meets with Woman Politicians in Macedonia; Presents Strategies for Effective Communication

Effective communication strategies can enable women to gain credibility and work more effectively in politics, according to Kristina Horn Sheeler, a scholar from the U.S. who has studied women in politics. "My goal is to encourage women's increased representation in Macedonian politics," says Sheeler, a professor from the Indiana University School of Liberal Arts at Indiana University-Purdue University Indianapolis (IUPUI).

The presentation and panel discussion will be based on Sheeler's new book: Governing Codes: Gender, Metaphor, and Political Identity, in which she discusses U.S. political women and the communication strategies they use to gain credibility and work more effectively as political leaders.

While in Macedonia, Sheeler plans to listen to the personal experiences of women in Macedonian politics, and to discuss lessons learned and challenges remaining to be faced. Her work in Macedonia will include development of a specific list of communication strategies that women in Macedonian politics can use as they compete in the upcoming Parliamentary elections.

The discussion will include women from political parties in Macedonia such as SDSM, VMRO-DPMNE, LDP, DPA, VMRO-Narodna and DUI, as well as from non-governmental organizations such as UWOM and the Macedonia Women's Lobby, and from government agencies such as the Ministry of Labor and Social Policy. The event is made possible through support offered by the United States Agency for International Development's Higher Education Linkage Project, and the International Republican Institute (IRI).

IUPUI is an urban research and academic health sciences campus, with 22 schools and academic units which grant degrees in more than 200 programs from both Indiana University and Purdue University.

NOTES TO EDITORS:

Professor Horn Sheeler's visit is facilitated by SEE University, which has the only Communication Sciences Department in the Balkan region. The United States Agency for International Development (USAID), which is a part of the U.S. Mission to Macedonia, provides support for the development of programs by IUPUI professors who are engaged in teaching a number of courses at SEE University through the Higher Education Linkage Project.

The American people, through USAID, have invested more than \$400 million in Macedonia since 1993. More than 30 projects worth \$35 million a year are currently being implemented. These projects are designed to support Macedonia's transition to a free market-based, multi-ethnic democracy. They include initiatives to accelerate economic growth, develop democratic institutions,

and educate citizens for a modern economy. USAID provides economic and humanitarian assistance in more than 100 countries. For more information please visit www.USAID.org.mk.